

# PARTNERSHIP CANVAS

## Our Organization

TaskforceNL  
JustAnHourNL mentorship program

## Partner Organization

MusicNL  
Connector program

## TFNL Perspective

Common Created Value (12\* months)  
  
Connecting musicians with business mentors  
  
Metric/KPI: self-reported success of creating meaningful connection the brings value to the musician/mentee

## Partner Perspective

Common Created Value (12\* months)  
  
Creating awareness of Musicians in NL  
  
Educating musicians about entrepreneurship  
  
Metric/KPI: When music and business are intertwined. Perspective of the mentor changes

## What we need

Access to entrepreneurs and individuals who want help growing their brand as a musician

## Common Goals

Mutually agreed upon timeline  
  
Connecting musicians with business ecosystem and music ecosystem  
  
Create awareness about the music community/Entrepreneurship in NL

## What partner needs

Access to business mentors and experienced entrepreneurs  
  
Help musicians understand the value of business as they are entrepreneurs  
Education + Entrepreneurship

## What we can offer

Create awareness of MusicNL & Partnership  
  
Make meaningful connections for the musicians with mentors  
  
Data sharing

## What partner offers

Information on how a business mentor can support musicians  
  
Database of musicians  
  
Opportunities for TFNL to sponsor events such as Global Music Series or Music Celebration Week.  
  
Collaborative mini projects with our arts and business partners.

Collaboration between organizations

## Methods and Activities to Transfer Value

TFNL to partner:  
Share JustAnHour form with MusicNL to get musicians to sign up for Mentorship  
  
Partner to TFNL;  
Direct Musicians to connect with TFNL and YMCA for Entrepreneurship and Mentorship pieces  
  
Mutual Activities:  
Advocate on behalf of musicians to develop their entrepreneurial skills to promote their talent.

## Risks and Relevant Conflicts of Interest

Business mentors may not understand how they can support a musician  
  
Confidentiality and privacy  
  
Open communication

Provide mutual learning opportunities for both organizations and their staff on how Music and Business are closely related